information; and

at least one billboard for displaying said at least one image object during said allocated time slot and, prior to expiry of said allocated time slot, triggering a communication session with said server to upload and display a further image object during a respective further time slot.

11. (Amended) A method for dynamic display of advertising via a network comprising the steps of:

accessing a server, via said network, to retrieve available time slots associated with at least one billboard;

selecting a time slot from said available time slots for displaying advertising material;

storing said advertising material in a database;

uploading said advertising material from said database to said billboard prior to occurrence of said selected time slot;

displaying said advertising material at said billboard when said timeslot occurs; and

initiating from said billboard a communication session with said server for uploading further advertising material from said database to said billboard upon expiry of said timeslot for further display at said billboard during a respective further time slot.

12. (Amended) The method of Claim 11 further comprising the step of searching for a billboard before said step of selecting a time slot from said available time slots.

13. (Amended) The method of Claim 12 further comprising the step of retrieving billboard location data after said step of searching for a billboard location.

14. (Amended) The method of Claim 11 further comprising the step of checking said advertising material for technical integrity before said step of storing said advertising material in "said" database.

REMARKS

In the Office Action mailed August 14, 2003 the Examiner noted that claims 1-17 were pending and rejected claims 1-17. Claims 1, and 11-14, have been amended, claims 2-5, 10 and 17 have been canceled and, thus, in view of the forgoing claims 1, 6-9, 11-16 remain pending for reconsideration which is requested. No new matter has been added. The

Examiner's rejections are traversed below.

The Examiner has rejected claims 1-6, 8, 10-14 and 17 under 35 USC 102(e) as being anticipated by U.S. Patent No. 6,182,050 (Ballard). Ballard teaches an on-line advertising service 52 for distributing advertisement information 54 to a plurality of end user computers 14 linked to the computer system 52 over a network. As set forth in column 10, lines 1-25, once the computer 52 selects an advertisement, the selected advertisement is sent to the end computer along with playback criteria to determine when to display the advertisement. As such, Ballard relates to a subscribed service where the computer 52 "pushes" advertising information toward the end user. Moreover, the end user in Ballard receives the advertising information "privately", that is on the end user's PC.

The amendment to claim 1 makes clear that applicant's invention is directed to public displays and in particular billboards, rather than end user PCs and individual viewing of advertisements, as in Ballard.

Furthermore, claim 1 has been amended to recite applicant's inventive feature by which the billboard triggers a communication session with the server to upload the next valid image object to the billboard upon expiry of the validity period of the allocated time slot. This feature is set forth generally on page 3 of the specification at lines 1-6 and in greater detail with reference to Figure 2 and page 5, lines 16-25.

The foregoing is an important distinction from Ballard wherein the computer 52 "pushes" advertising material to end users on a subscription basis. As amended, claim 1 sets forth a polling technique rather than a pushing technique, resulting in greater security than the system of Ballard. The billboard in applicant's invention does not announce its existence on the network, as in Ballard, so that it is impossible to push information to the billboard.

Retraction of Examiner's rejection of claim 1 under 35 USC 102(e) is respectfully requested.

Claim 11 has been amended to also emphasize the uploading under the conditions noted above. Retraction of the rejection of claim 11 for the same reason is requested.

Claims 7, 9 and 15-16 are rejected under 35 USC 103(a) as being unpatentable over Ballard. It is believed that the amendments and arguments set forth above in connection with claims 1 and 11 are sufficient to overcome the Examiner's obviousness rejection of dependent claims 7, 9 and 15-16.
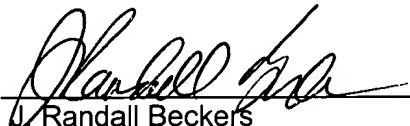
It is submitted that the claims are not taught, disclosed or suggested by the prior art. The claims are therefore in a condition suitable for allowance. An early Notice of Allowance is requested.

If any further fees, other than and except for the issue fee, are necessary with respect to this paper, the U.S.P.T.O. is requested to obtain the same from deposit account number 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: _2/14/3_

By: _____
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VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS:

Please CANCEL claims 2-5, 10, and 17.

Please AMEND the following claims:

1. (Amended) A system for dynamic display of [marketing campaigns on display locations] advertising material via a network comprising:

[a database for storing advertising material;

at least one display location for displaying said advertising material;

a server for managing said advertising material provided to said at least one display location; and]

a plurality of input sources for [providing] receiving scheduling information and [said] advertising material [to said server] in the form of at least one image object for scheduling [said] display of said advertising material [on said at least one display location] during an allocated time slot;

a database for storing said at least one image object;

a server for managing said advertising material in accordance with said scheduling information; and

at least one billboard for displaying said at least one image object during said allocated time slot and, prior to expiry of said allocated time slot, triggering a communication session with said server to upload and display a further image object during a respective further time slot.

11. (Amended) A method for dynamic [displaying of marketing campaigns] display of advertising via a network comprising the steps of:

accessing a server, via said network, to retrieve available time slots associated with at least one [display location] billboard;

selecting a time slot from said available time slots for displaying advertising material;

storing said advertising material in a database;

uploading said advertising material from said database to said [display location] billboard prior to occurrence of said selected time slot; [and]

displaying said advertising material at said [display location] billboard when said timeslot occurs; and

initiating from said billboard a communication session with said server for uploading

further advertising material from said database to said billboard upon expiry of said timeslot for further display at said billboard during a respective further time slot.

12. (Amended) The method of Claim 11 further comprising the step of searching for a [display location] billboard before said step of selecting a time slot from said available time slots.

13. (Amended) The method of Claim 12 further comprising the step of retrieving [display] billboard location data after said step of searching for a [display] billboard location.

14. (Amended) The method of Claim 11 further comprising the step of checking said advertising material for technical integrity before said step of storing said advertising material in [a] "said" database.